

Adv for <sup>Spot</sup> New Order

Agcy ~~Midwest~~ Communications

Cupp :15s

WKRC Cincinnati

EKRC Cincinnati

\$33k 10/30-11/6

:15s <sup>1</sup>stand at one

EKRC  
#08930

		Tue 10/30	Wed 10/31	Thurs 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6		
1	5-530a	\$163	1	1	1			1	1	6	\$978 P3
2	530-6a	\$163	1	1	1			1	1	6	\$978 P3
3	6-7a (bookended)	\$780	2	2	2			2	2	10	\$7,800 P1
4	9-10a	\$98	1	1	1			1		5	\$490 P3
5	10-11a	\$98	1	1	1			1		5	\$490 P3
6	Noon (bookended)	\$472	2	2	2			2		10	\$4,720 P2
7	Soaps	\$423	1	1	1			1		5	\$2,115 P3
8	Talk	\$179	1	1	1			1		5	\$895 P3
9	4-430pm (bookended)	\$423	2	2	2			2		10	\$4,230 P2
10	430-5pm (bookended)	\$423	2	2	2			2		10	\$4,230 P2
11	11pm News(bookended)	\$3,250	2	2		2	2	2		10	\$32,500 P1
11	EKRC 10pm News	\$82	2	2	2	2	2	2		14	\$1,148 P3
12	Sat 6-7a	\$163				4				4	\$652 P2
13	Sat 7-8a	\$163				4				4	\$652 P2
14	Sun 9-1030a	\$585					4			4	\$2,340 P2
15	Sat UC v Syracuse	\$780				2				2	\$1,560 P3
16	Bengals Weekly	\$358					1			1	\$358 P3

111 \$66,136

**Cupp :15s**

WKRC Cincinnati

EKRC Cincinnati

<u>\$33k 10/30-11/6</u>		<u>10/30</u>	<u>10/31</u>	<u>11/1</u>	<u>11/2</u>	<u>11/3</u>	<u>11/4</u>	<u>11/5</u>	<u>11/6</u>		
5-530a	\$163	1	1	1	1			1	1	6	\$978 P3
530-6a	\$163	1	1	1	1			1	1	6	\$978 P3
6-7a (bookended)	\$780	2	2	2				2	2	10	\$7,800 P1
9-10a	\$98	1	1	1	1			1		5	\$490 P3
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Noon (bookended)	\$472	2	2	2	2			2		10	\$4,720 P2
Soaps	\$423	1	1	1	1			1		5	\$2,115 P3
Talk	\$179	1	1	1	1			1		5	\$895 P3
4-430pm (bookended)	\$423	2	2	2	2			2		10	\$4,230 P2
430-5pm (bookended)	\$423	2	2	2	2			2		10	\$4,230 P2
11pm News(bookended)	\$3,250									0	\$0 P1
EKRC 10pm News	\$82	2	2	2	2	2	2	2		14	\$1,148 P3
Sat 6-7a	\$163					4				4	\$652 P2
Sat 7-8a	\$163					4				4	\$652 P2
Sun 9-1030a	\$585						4			4	\$2,340 P2
Sat UC v Syracuse	\$780					2				2	\$1,560 P3
Bengals Weekly	\$358						1			1	\$358 P3
										<b>101</b>	<b>\$33,636</b>

## Jacobs, Sarah

**From:** Bob Clegg [bobclegg@ameritech.net]  
**Sent:** Sunday, October 28, 2012 3:01 PM  
**To:** Jacobs, Sarah  
**Subject:** RE: Cupp :15 Second Buy  
Sure, go ahead and bookend if need be.

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Sunday, October 28, 2012 2:44 PM  
**To:** Bob Clegg  
**Subject:** Re: Cupp :15 Second Buy

Can we bookend the ;15s if necessary in certain areas? Or only one :15 per 15-20 minutes?

Sarah Jacobs  
Local Sales Manager  
WKRC Local 12  
513/763-5672

On Oct 28, 2012, at 2:42 PM, "Bob Clegg" <[bobclegg@ameritech.net](mailto:bobclegg@ameritech.net)> wrote:

Thanks, I appreciate it.

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Sunday, October 28, 2012 2:36 PM  
**To:** Bob Clegg  
**Subject:** Re: Cupp :15 Second Buy

Yes  
You will have something first thing tomorrow

Sarah Jacobs  
Local Sales Manager  
WKRC Local 12  
513/763-5672

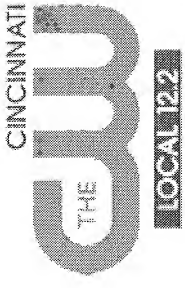
On Oct 28, 2012, at 2:18 PM, "Bob Clegg" <[bobclegg@ameritech.net](mailto:bobclegg@ameritech.net)> wrote:

Can you put together a buy from Tuesday, 10/30 to Monday 11/5 for Cupp for Supreme Court. This is a Cupp Campaign Committee spot and buy which is different from the Ohio Republican Party spot and buy on behalf of Bob Cupp. This is a stand-alone :15 second spot. I would like as much news as will clear. Your total budget is \$33,000. Let me know if you have any questions Thanks.

Robert A. Clegg  
Senior Vice-President  
Midwest Communications & Media  
7720 Benson Road  
Carroll, OH 43112  
614/440-4449

10/29/2012

ORDER



**Orders**  
**Order / Rev:** 68930  
**Alt Order #:**  
**Product Desc:** Cupp :15s  
**Estimate:** Cupp :15s - Ohio Supreme Court  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** GENERAL

**CW Cincinnati**  
**Primary AE:** LSM LSM  
**Sales Office:** CVG  
**Sales Region:** Local

**Agency**  
**Name:** Midwest Comm & Media  
**Buying Contact:**  
**Billing Contact:**  
**49 S Grant Ave**  
**Columbus, OH 43215**

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Robert Cupp for Ohio Supreme Court  
**Demographic:** HH  
**Product Codes:** State Elections  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	14	\$1,148.00	\$975.80

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	14	\$1,148.00	\$975.80	0.00
<b>Totals</b>	<b>14</b>	<b>\$1,148.00</b>	<b>\$975.80</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
CW Cincinnati	1%	\$1,148.00
Market	100%	\$114,800.00

Competitive Share	Share	Total
UNKWN	49%	\$56,252.00
WCPO	0%	\$0.00
WKRC	50%	\$57,400.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	EKRC	10/30/12	11/06/12	M-Su 10p Local 12 News	CM	10p-1035p	222222	:15	14	\$82.00	P-3	0.00	NM	14	\$1,148.00
M-Su 10p Local 12 News															
Start Date		End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/29/12		11/04/12	-222222	12	\$82.00	0.00									
Week: 11/05/12		11/11/12	2-----	2	\$82.00	0.00									
<b>Totals</b>														<b>14</b>	<b>\$1,148.00</b>